

RESOLUTION 06-109

RESOLUTION OF THE CITY OF KETCHUM CITY COUNCIL APPROVING A CONTRACT FOR SERVICES WITH JO MURRAY PUBLIC RELATIONS FOR ASSISTANCE WITH PUBLIC INFORMATION REGARDING THE NOVEMBER 7, 2006 BOND ISSUE, AND AUTHORIZING THE MAYOR TO SIGN

WHEREAS, the Mayor and City Council want the citizens of Ketchum to make an informed decision at the polls on November 7, 2006; and

WHEREAS, the primary purpose of this bond issue is to fund the replacement of snow removal equipment; and

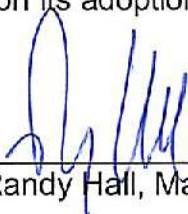
WHEREAS, Jo Murray Public Relations has successfully assisted the city in preparing public information for previous bond elections; and

WHEREAS, the city wants to reach out to the community through newspaper ads, radio and television, direct mail and the use of the city's web site; and

WHEREAS, these professional services performed by Jo Murray Public Relations will not exceed \$3,980 plus expenses.

NOW THEREFORE BE IT RESOLVED, that the Ketchum City Council approves a contract for services with Jo Murray Public Relations for assistance with public information regarding the November 7, 2006 Bond Issue, and authorizes the Mayor to sign this agreement on behalf of the City.


This Resolution will be in full force and effect upon its adoption this Second (2nd) day of October, 2006.




Randy Hall, Mayor

Attest:

Approved as to form and content:



Sandra Cady, CMC
City Treasurer/Clerk

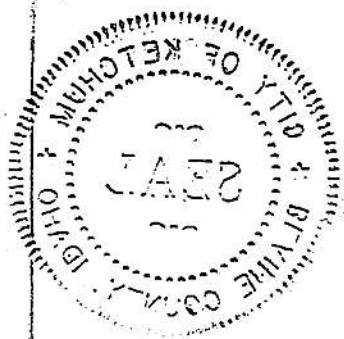


Benjamin Worst, Esq.
City Attorney



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Snow Removal Bond Issue
Public Education Estimates

Activity	LOW RANGE			HIGH RANGE		
	Hours	Rate	Total Expenses	Hours	Rate	Total Expenses
Draft Q & A	4	\$110	\$440	8	\$110	\$880
Adapt copy for brochure	2	\$110	\$220	3	\$110	\$330
Arrange for brochure production, advertisement insertion, oversee production	4	\$110		8	\$110	\$880
Out-of-pocket expenses						
Printing, 3,500 brochures			\$600			\$1,000
Advertising			\$3,000			\$3,500
Graphic design, ads & brochure Postage & mailing, brochures			\$900 city to handle			\$1,200
Media relations program						
Draft 3 press releases, revise as needed; follow up with media & attend public meetings as appropriate	8	\$110	\$880	10	\$110	\$1,100
Draft guest opinion for newspapers	2	\$110	\$220	4	\$110	\$440
Client meetings	1	\$110		5	\$110	
Allowance for contingencies, unexpected opportunities			\$180			\$350
Total			\$1,940			\$3,980
Total, Low Range			\$6,890			
Total, High Range			\$10,250			

Prepared for City of Ketchum
by Jo Murray Public Relations

MEMO TO FILE



From: Katie Carnduff
File: Resolutions
Date: April 20, 2007
Re: Resolution Number 06-109

Resolution Number 06-109 authorizes the Mayor to sign a contract with Jo Murray for services, this is an oral contract only – no written contract exists.